

Message

From: Andrew Stoeckle [Andrew.Stoeckle@erg.com]
Sent: 3/11/2020 9:37:58 PM
To: Gillespie, Andrew [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=dce99ece87694a06b3009d7756e2a89e-Gillespie, Andrew]; Buckley, Timothy [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=197a3461d9824a17850f34cc2b0b37fe-Buckley, Timothy]; Montilla, Alex [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=b148b5335ff44aea8970035668052f01-Montilla, Alex]; Scheitlin, Tom [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=user5f1cea1a]; Barrette, Michael [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=237b7449b0084c8faea3a38d2bb31ea2-Mbarre04]
CC: Matthew Heyward [Matthew.Heyward@erg.com]
Subject: Presenting UCMR with custom icon, with imprecise, symmetrical boundary
Attachments: ATT00001.txt

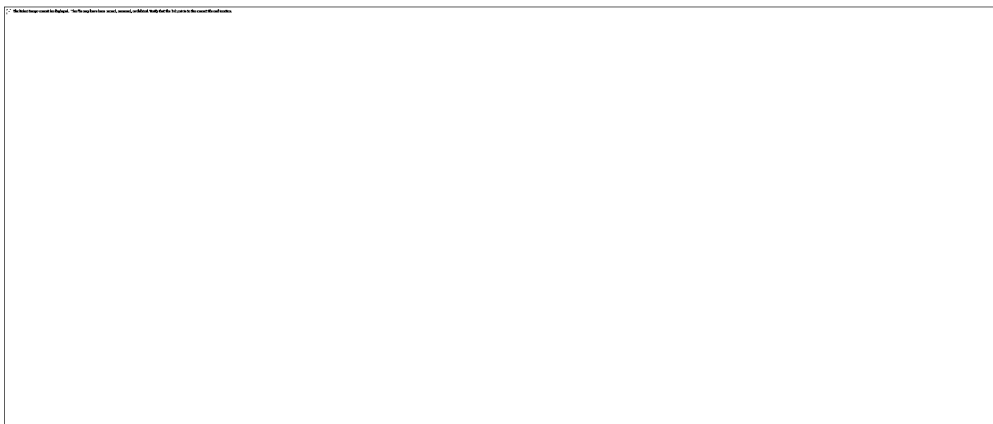
Something can be constructed using Qlik icons. This would not be the “exploded dot,” but can represent the same characteristics.

- Size scaling (representing population served) needs to be investigated – it may be dynamic or assigned base on a limited set of breakpoints.
- Color (representing maximum detected PFAS concentration) can be scaled but one palette is used for a color scale and there are limited palettes. Low-shaded icons will be difficult to see. More so when more map labeling is presented (see second image below)
- The meaning of the exploded dot presentation of UCMR delivered water sampling results differs fundamentally from what the ZIP codes served represent.

Risks:

- We are assuming some of the requirements mentioned above and have not yet received specifications.
- Such a change needs to be piloted and may have compatibility issues with other data layers. For example, on the National PFAS Data Explorer Integrated Map, UCMR ZIP codes served (geographic areas) are barely visible and do not contribute to clutter and potential misunderstandings. (Imagine several of the bubbles on the national map below being brown). See potential compatibility conflicts with map base layer in zoomed in second image below.
- Users may interpret the transparent bubble as a geographic area and look for where they live or work.

Below is an earlier experiment with Qlik:



The icons are made up of two layers: one with translucent “bubbles”, and one layer with solid dots.

Ex. 5 Deliberative Process (DP)

Andrew Stoeckle | VP, Information and Analysis | Eastern Research Group | o. 781.674.7261 C

Ex. 6 Personal Privacy (PP)